

## **CLAYTON PARKS AND RECREATION COMMISSION MEETING**

**Monday, April 8, 2013**

**The Center of Clayton – Multipurpose Room C**

**Members present:** Ira Berkowitz, Brad Bernstein, Mimi Deem, Marguerite Garrick, Andrea Maddox-Dallas and Eric Schneider.

**Absent:** Laurel Harrington, Darryl Higuchi and Mark Stapleton

*Also Present:* Eric Gruenenfelder, Tim Hohenstein, Toni Siering and Denise Ucinski.

### **Approval of Minutes:**

Minutes from the March meeting were approved as written.

### **Addresses from the Audience:**

There were no addresses from the audience.

### **Shaw Park Ice Rink End of Year Report:**

Mr. Tim Hohenstein and Mr. Eric Gruenenfelder presented the 2012-2013 Shaw Park Ice Rink End of Year Report. (See the attached presentation for specific details.) Ice Rink improvements included a new mural in the North Pole party room, new furniture in the warming hut and new lace skates. The Shaw Park Ice Rink report also included the following information: increased usage during public skate and an increase in rental attendees, season highlights, revenue and expenditure comparisons, facility usage summary, season pass sales and an admissions summary. Mr. Gruenenfelder stated that a buy one/get one free Living Social deal was offered, which increased daily admission revenue. Of those purchased only 30% of the deals were redeemed at the ice rink. Special events included: Skate with Frosty, Skate with Ralph Clayton, a mock rescue, Mid-States Hockey Tournament, and the New Year's Eve / Centennial Kick Off. Mr. Hohenstein said approximately one thousand people attended Skate with Frosty.

Total revenue increased 18% from FY12 to FY13. Maintenance expenditures decreased significantly compared to last season. Mr. Gruenenfelder noted that the ice rink revenue was \$2,300 in the black which is a huge turn around for the City.

2013-2014 scheduled improvements include: replacing more lace style skates and purchasing new skate aides. 2013-2014 scheduled events: Skate with Frosty, New Year's Eve – Special Holiday Hours, Skater Appreciation Day and Family Fun Skate.

For the 2013/2014 season, staff will be evaluating one policy change for the Commission's consideration. Mr. Hohenstein explained that his staff has been looking into requiring helmets for children at the ice rink. Items being explored are: age requirements, logistics of providing helmets for anyone who does not bring one, sanitation of helmets, type of helmet and how to store helmets.

### **Anderson Park Signage:**

Ms. Siering discussed the initial signage proposal for Anderson Park designed by Helen Lee with Tao Lee Architects. (The signage drawings were distributed to the Commission prior to the meeting.) Ms. Siering informed the Commission that the Andersons are ready to move forward

with the signage project. It was noted that the sign on the street is to scale; the Andersons hired the best architect to create a design that would define and draw attention to the entrance. Furthermore, the sign would be lit from the inside so the letters would show up well at night.

The Andersons paid for the design, will pay for all signage and artwork if an agreement is made between the City and the Andersons. The Architectural Review Board (ARB) must also to approve all signage in the City of Clayton.

The Commission discussed the pros and cons of the signage at length. Some members thought the signage looked nice, but expressed concerns about the fact that the proposed signs were not similar to other park signs in the City. Mr. Berkowitz stated that it was not even similar to park entrance signs the Commission considered in the past, and it did not strike him as something desirable. Ms. Tamsky said she liked the signage and thought it would be nice to have something different in the park. Ms. Maddox-Dallas noted that it fit in with the houses in the area around Anderson Park. Ms. Deem expressed her concern about the signage process not being followed and the Commission agreed. Ms. Harris pointed out that the ARB has not approved any lighted signs in Clayton and that signs in Clayton do look similar, which is like a brand for Clayton and changing that would be like changing a logo.

Ms. Siering stated that the dog park will open despite the signage not being ready. Mr. Gruenenfelder informed the Commission that the Parks and Recreation Department is following the naming rights policy and will continue to follow the policy.

The overall consensus after the discussion was that the signage is too much of a departure from other park signs in the City. However, the proposed signage inside the park met the Commission's approval. Ms. Tamsky made a motion stating that the Commission does not recommend the signage as presented. The Commission recommends revisiting the Clayton Road signage with input from City staff and the Andersons. Ms. Deem seconded the motion and all were in favor.

#### **Director's Report:**

-Dog Park: the City selected a contractor for the fence and membership passes went on sale on Monday, April 1. As of April 8, eighty-four Dog Park Passes were sold. There was a two dog limit per household when membership passes went on sale, the limit based on the City's ordinance which is set to change to three dogs. The Dog Park policy will be adjusted to reflect the new ordinance.

-Shaw Park Recreational Trail: the trail project is scheduled to be completed at the end of June.

-Enterprise Holding Pavilion – Bids are due on Thursday, April 25.

#### **Old Business / New Business**

Ms. Deem will not be in attendance at the May 6 meeting.

Mr. Bernstein asked about how the GRG trailhead will impact parking. Ms. Siering said it is unknown because the trailhead is not open.

Meeting adjourned at 8:30 pm

Respectfully Submitted By: Denise Ucinski